

Minutes
Board of Trustees Meeting
Chippokes Plantation Farm Foundation
Thursday, April 13, 2006, 10 a.m.
Chippokes Mansion Conference Room
Chippokes Plantation State Park
Surry, Virginia

Present:

Mr. E. C. Michael Abley
Senator Harry B. Blevins
Mrs. Nancy S. Bradshaw
Ms Shirley Davis
Mr. E. Henry Doggett, III
Mr. Tyrone Franklin

Mrs. Judy S. Lyttle
Mr. Alan V. Monette
Dr. Craig L. Nessler
Senator Frederick M. Quayle
Mr. Robert Soble

Absent

Delegate William K. Barlow
Mrs. Linda D. Morse

Mr. J. Carlton Courter, III

Guests:

Mr. Carlton S. Abbott
Ms. Barbara Lindley

Mr. David Stemann

Staff

Mrs. Carol Bowman
Mr. Kenneth Gray
Mr. Joe Elton (representing Mr. Joe Maroon)

Mrs. Danette Poole
Mrs. Katherine R. Wright

Chairman Quayle welcomed everyone, and extended a welcome to two new members of the Board of Trustees.

Dr. Craig Nessler, who replaces Dr. Pete Shultz, is Director of the Virginia Agricultural Experiment Stations and is also Associate Dean for Research at the College of Agriculture and Life Sciences at Virginia Tech.

Mr. Robert Soble, who replaces Chris Doss, lives in Norfolk and owns the Pottery Art Studio. He is also a commissioner of the Norfolk Regional Housing Authority. His background includes working with Norfolk's Industrial Development Authority, Harborfest, Virginia Zoological Society and many other organizations.

Public Comment

No one was present to offer comments.

Past Minutes

Senator Quayle asked if there were any changes to make to the May 24, 2005 minutes. Mrs. Lyttle stated that on page 4, corrections need to be made as follows:

1. The African-American Homecoming Heritage event at Chippokes will be on August 18-19, 2007, rather than August 16-19.
2. The ship will be the God Speed instead of Susan Constance.

3. The ship will arrive on Sunday, May 6, 2007, rather than Saturday May 5.

Friends of Chippokes Presentation

Ms. Barbara Lindley, Vice President of the Friends of Chippokes, explained that the purpose of making a presentation to the Board of Trustees is to request \$9,000 from the Chippokes Plantation Farm Foundation to help finance a 12-minute video production to replace the very old slide presentation that has not been used for a number of years. Attached are her request letter dated October 3, 2005, and other background information

The purpose of the video is to relay the history of the park, and the role of farming, forestry and natural resources; will feature the historic resources to include maps, sketches and events.

The total cost will be \$11,885.00, of which the Friends of Chippokes will pay \$3,000.00. Mrs. Poole explained that the new equipment needed to operate the video would be provided by Chippokes Plantation State Park at a cost of about \$5,000.00.

The Friends of Chippokes have approached Cinebar Productions, Inc. of Newport News regarding the production. This company has a long clientele list including Jamestown/Yorktown Foundation, Virginia Historical Society, Virginia Association of Museums, American Association of Museums in Washington, D.C., the National Museum of American Indian in New York, Hampton University Museum, and APVA.

The project will take approximately four months to complete. Cinebar Productions will request background information from Chippokes Plantation State Park and the Chippokes Plantation Farm Foundation. Video work will take place from the signing of the contract to cover spring and summer, and the Steam & Gas Engine Show and Pork, Peanut & Pine Festival. There will be an opportunity to comment on the draft production.

Mr. Doggett suggested that some farming scenes with a tractor in use in the field be included in the video. A question was raised involving the ownership of all rights to the video, and the answer was yes, Chippokes would own the video.

Mr. Soble asked about the park's annual attendance, and Mrs. Poole stated 115,000. Dr. Nessler suggested keeping in mind to have 15-20 second sections that could be used for PSA marketing. Mrs. Lyttle asked about the number of copies that would be received. Ms. Lindley stated 10 DVD copies and 2 VHS copies.

Mrs. Wright explained that she has talked with the Finance Office on how to make the request happen, and there will be no problem in making the grant as long as the request is in the Board Meeting minutes.

Senator Blevins made a motion that we partner with the Friends of Chippokes and provide \$9,000 for this very important video project. Mr. Soble seconded the motion. There was no discussion, and the motion was carried unanimously.

Education Center Presentation

Carlton Abbott and Dave Stemmann from Carlton Abbott and Partners architectural firm were introduced.

Mr. Abbott explained that the Foundation has contracted with him to provide a schematic drawing package that would be suitable for fund raising for the project. The project will include the layout of the facility to the contour of the land, the infrastructure to support the facility, a PowerPoint presentation and supporting literature; and any presentations to include the Board of Conservation and Recreation, the Art and Architectural Review Board, and a presentation to the Surry County Board of Supervisors. The cost of the project will be \$30,000.

Mr. Abbott gave a PowerPoint program of the education center layout and all the various considerations that will be given when preparing the schematic drawings for the project. Attached is a diagram of the proposed layout. Mr. Abbott stressed that he wanted to know if he was headed in the right direction.

There was much discussion. The highlights were:

Mr. Monette stated that construction and operation cost estimates are needed. A timetable of events is needed also.

A presentation should be made to the Board of Supervisors soon. However, the proper timing should be considered because the project will then become available to the newspapers. We do not want to risk publicity too prematurely.

Mr. Franklin stated that he could provide a resolution in support of the plan from the Supervisors. The bond referendum resolution could be used as an example. The resolution should highlight the advantages to the county and contain a plan of action.

Mr. Elton explained that the new Virginia State Parks video could be shown at the same time as making the Education Center presentation to the Board of Supervisors.

From a historical perspective, Mr. Elton explained that six Virginia State Parks were opened on June 15, 1936. In celebration, we are rolling back prices to the 1936 fee of 10 cents per person during Thursday, June 15th to Sunday, June 18th.

Mrs. Lyttle stated that transportation in the County is an issue. Since there will be no improvements on Route 31 near the ferry as hoped, there will be backups of traffic waiting for the ferry going to Williamsburg.

Mr. Soble explained the advantages of PSAs (public service announcements).

Senator Blevins made a motion that we move forward with the plan as outlined by Carlton Abbott for the Education Center. Mrs. Davis seconded the motion. There was no further discussion, and the motion was carried unanimously.

501c3 Status

Chairman Quayle explained that he has been planning to put together information to create a 501c3, and he has now done so. He would like to get Board approval to move forward.

The corporation has been modeled after the Jamestown/Yorktown Foundation and will be called the Chippokes Farm Foundation, Inc. The incorporation would be nonstock with a maximum of 16 directors. Of this membership, no more than five members will come from the CPFF's Board of Trustees. It is ready to be sent to the State Corporation Commission.

Mr. Soble made a motion that the Board proceed with the 501c3 status corporation. Senator Blevins seconded the motion, and it carried unanimously.

It is essential to have this status when fundraising. There are three Fortune 500 corporations in the area: They are Norfolk Southern, International Paper and Smithfield Foods. It was recommended that we go for the big corporations first.

Fund Raising Person/Firm

Now that Mr. Abbott is finalizing the concept for our review, we need to address whether we would like a person or fund raising firm to assist us with the financial campaign. Mrs. Wright explained that with either a person or firm, interviews would need to be conducted.

Mr. Abley stated that he could provide some suggestions on fundraisers. Mrs. Wright stated that she would get with Mr. Abley for his suggestions and do further research on firms.

Mr. Soble asked who was going to pay for the project. Senator Quayle replied that we will raise some funds and he plans to go to the General Assembly for some funds.

Financial Report

Attached are two financial statements. The first is for Fiscal Year 2004-2005. Included in that report is a one-page summary sheet. The balance brought forward for all accounts is \$562,492.27; revenues come to \$76,151.19; expenditures come to \$196,039.45 for a balance of \$442,604.01. The Endowment Fund total is \$19,686.54. The cash on hand June 30, 2005 after \$1.42 was returned to the State General Fund is \$462,289.13.

The second financial statement is for the current Fiscal Year 2005-2006 from July 1, 2005 to March 31, 2006. The balance brought forward is \$601,212.59. Revenues to date

are \$45,795.37; expenditures \$100,832.12; leaving a balance of \$546,175.84. The Endowment Fund total is \$19,686.54 for a balance of \$565,862.38 as of March 31.

S.B. 330 – Amending CPFF Membership

Senator Quayle explained that S.B.330 changed the appointment of the legislators from the Governor to the Senate Rules Committee or House Speaker. Otherwise, the Board stays the same.

Foundation / Museum Report

Enclosed in each member's packet is a report on the Foundation/Museum. Attached is the report. Some highlights are:

Governor Kaine. The Department of Agriculture and Consumer Services (VDACS) contacted the Foundation to discuss the possibility of Governor Kaine visiting the Farm & Forestry Museum during May, which is Virginia Agriculture Month. VDACS wanted to go with a historical theme for 2006, and thought about the proximity of Chippokes to Jamestown and thus thought about the Chippokes Farm & Forestry Museum. Tentative arrangements have been made for Governor Kaine to visit the Museum on Friday, May 19th to observe an SOL lesson such as A Child's Life.

2007 Projects.

Goal: Make Animals More Visible at the Park.

1. Write an operating plan for the management of a large animal exhibit and a poultry exhibit to be located across from the Museum. The plan is being finalized now.
2. Work has already begun on the installation of a pasture fence.
3. The large animals would include a couple of heifers and a mule.
4. The poultry exhibit would be expanded to include turkeys.

Goal: Schedule "Heritage Harvest Days" This Fall

1. Made arrangements with the farmland contractor for reimbursement for a small plot of peanuts, cotton and corn.
2. Develop "Heritage Harvest Days", which will be a series of weekends where the public is invited to come and help harvest these crops by hand.
3. Need to develop a marketing plan for this project.
4. This program is being initiated this year to work out any problems before 2007.
5. This project will be for 2007 and beyond.

Chippokes Plantation State Park Report

Attached is a report of State Park activities. Highlights include:

1. 70th Anniversary of Virginia State Parks. Mrs. Poole passed a paper with details on Virginia State Parks. The anniversary will be celebrated from

Thursday, June 15th to Sunday, June 18th. The admission fee will be rolled back to 10 cents per person. On Saturday, June 17th, each park will encourage their communities to participate in a family picnic and each park will supply the birthday cake.

2. 2007 State Park Theme Months. Attached are the proposed themes for each month during 2007 for the Park.

There being no further business, the meeting adjourned.

Sincerely,

Katherine R. Wright
Executive Secretary

Attachments

1. Friends of Chippokes Request Letter and Background Information
2. Carlton Abbott's Concept Site Drawing
3. Financial Statement FY 2004-2005
4. Financial Statement FY 2005-2006 to March 31, 2006
5. S.B. 330 – Adjusting Board of Trustees Membership Appointments
6. Foundation/Museum Report
7. Chippokes State Park Report